

relates to available experience profiles **80** or user profiles **112**. As discussed previously, information relating to the user's online interactions may be used to associate the user with the experience profiles **80** or user profiles **112**. Such information may include cookies, the call-in number used by the user, the associated identifier of the user embedded in the incoming call to permit early release of the call-in number, as well as information provided by third parties, such as Google click-to-call information provided by Google. In some embodiments, online presence information may extend to related information such as an email address, social media profiles, and the like, and the processing engine **90** may access and/or use such additional information in generating and accessing user profiles **112** and/or in using the user profiles **112** and experience profiles **80** in the advertising (FIG. 10), website modifications (FIG. 11), or call center experience (FIG. 12) of the users.

[10137] Furthermore, in some embodiments, the system may be adapted to access and provide information even in situations where a call to the call center is received without an online interaction first. By way of example, the system may use caller ID or automatic number identification (ANI) information to identify an incoming call. The system may then use information already on store with respect to the number to identify the user, or may utilize a paid external information vendor provide information on the fly to identify or provide information about the user making the incoming call so that the user's experience may be customized either by linking the experience to a correct user profile or by identifying similarly-situated individuals, or simply for use in adjusting future interactions (e.g., for continual use by the system in adjusting marketing efforts).

[10138] While embodiments of the invention have been discussed relative to the travel industry, it should be understood that embodiments of the invention may be adapted to any industry or system that utilizes a call center to process incoming customer calls. For example, embodiments of the invention may be utilized in the insurance industry. Embodiments of the invention may also be utilized to provide software-as-a-service offerings.

[10139] The present invention may be embodied in other specific forms without departing from its spirit or essential characteristics. The described embodiments are to be considered in all respects only as illustrative and not restrictive. The scope of the invention is, therefore, indicated by the appended claims, rather than by the foregoing description. All changes which come within the meaning and range of equivalency of the claims are to be embraced within their scope.

What is claimed:

1. A system for managing client interaction data and generated a comprehensive record of online and offline interactions for a customer between systems provide by a plurality of service providers, the system comprising:

- one or more processors;
- memory in electronic communication with the one or more processors; and
- instructions stored in the memory, the instructions being executable by the one or more processors to:
 - associate a session identifier (SID) with a customer upon interaction of the customer with a website provided by a first service provider;
 - provide the SID to the first service provider over a network connection;

- receive website interaction information from the first service provider over the network connection;

- associate the website interaction information from the first service provider with the SID in a data structure of the server system;

- receive and facilitate handling of an incoming call from the customer at a call-in number at a call center maintained by a second service provider, whereby information associated with the call-in number is used to associate the incoming call with the SID from the data structure of the server system;

- create a record of an offline interaction between the customer and an agent of the call center, the offline interaction including one or more interactions between the agent and the customer after initiating the incoming call; and

- associate the record of the offline interaction with the SID, whereby a combined record of the customer's online interaction with the website provided by the first service provider and of the customer's offline interaction with the call center is accessible in the data structure of the server system.

2. The system of claim 1, further comprising instructions being executable by the one or more processors to provide access to the combined record of the customer's online interaction with the web site and of the customer's offline interaction with the call center to the first service provider.

3. The system of claim 1, wherein the record of the offline interaction includes a summary of the customer's offline interaction.

4. The system of claim 1, further comprising instructions being executable by the one or more processors to provide access to a summary of the combined record of the customer's online interaction with the web site and of the customer's offline interaction with the call center to the first service provider.

5. The system of claim 1, further comprising instructions being executable by the one or more processors to associate the incoming call from the customer at the call-in number with the SID based on unique and temporary assignment of the call-in number to the website provided by the first service provider during display of the website to the customer.

6. The system of claim 1, wherein the website interaction information received by and stored in the data structure of the server system comprises one or more of:

- one or more screen shots of the web site provided to the customer;
- a record of web pages provided to the customer;
- a record of website elements provided to the customer; or
- a record of customer interactions with website elements of the website provided to the customer.

7. The system of claim 1, wherein the record of the offline interaction between the customer and the agent of the call center stored in the data structure comprises one or more of:

- one or more screenshots of information displayed to the agent during the offline interaction between the customer and the agent;
- an audio recording of the offline interaction between the customer and the agent; or
- a written summary of the offline interaction between the customer and the agent.